

Center City District Reports

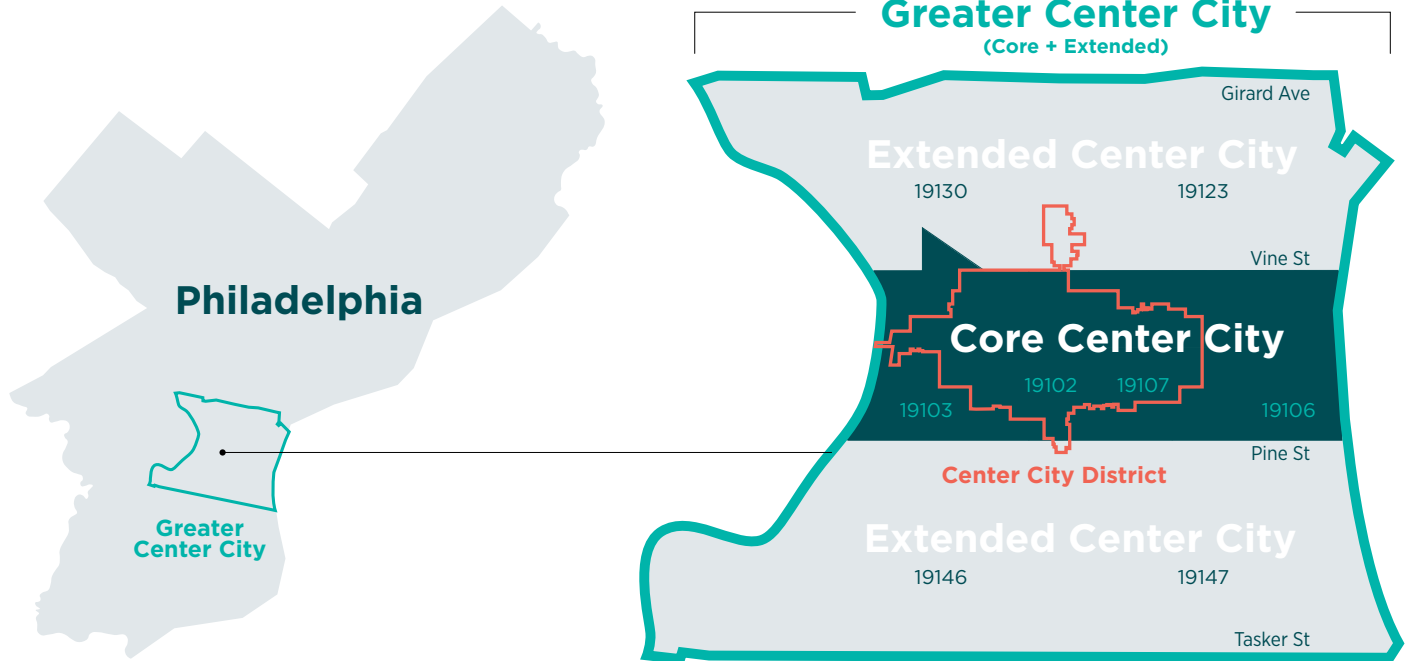


# Center City Retail Report

November 2023



## Defining Center City Philadelphia



## Key Takeaways

- By October 2023, daily foot traffic in core Center City reached 82% of 2019 levels.
- Retail occupancy within Center City District boundaries has recovered to 84.5% in September 2023, approaching a 2019 occupancy level of 89%.
- Center City has several distinct retail districts, each drawing slightly different types of shoppers and attracting different mixes of retailers.
- Weekday evening pedestrian volumes are at 87% of 2019 levels and weekends are at 95%, showing the strength of Center City as a retail, dining and entertainment destination even as non-resident office workers return more slowly.
- Digital-native brands and grocery stores have defined retail expansion in recent years, building on the strength of Center City as a central place to live, work, and play.

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# Center City

## A National Retail Destination

Center City is the heart of Philadelphia and the Delaware Valley region and is one of the most dense, diverse, and walkable downtowns in the country. As cities across the United States are recovering at different rates from the events of the past three years, Philadelphia continues to be at the forefront of recovery with rising indicators in nearly all sectors. Center City has seen a sustained increase in pedestrian volumes, workers of all kinds, residents, and retail occupancy. Center City Philadelphia ranks fourth in the average daily number of pedestrians downtown, behind only New York, Chicago and Boston.

With an incoming new mayor in Philadelphia, optimism is strong that issues pertaining to public safety will be top of mind for the new administration.

The misleading media narrative that downtown retail is dead unless 100% of office workers return is based on a misunderstanding of the multiple drivers of the downtown economy. First, office workers are important but far from the only portion of the downtown workforce that also includes health care, education and hospitality. As of late October 2023 the non-resident recovery rate of all workers was 70% and in the primary retail districts of West Walnut Street and East Market, the rate of return of workers was 77% and 81% respectively. Second, the largest share of downtown pedestrians each day are visitors – tourists, convention attendees, shoppers and those coming for the many services provided downtown. When workers, residents and visitors are averaged together, daily foot traffic in core Center City had been restored to 83% of 2019 levels by the end of October 2023 and supported 1,871 retail premises within the boundaries of the CCD, 84.5% of which were occupied, compared to 89% in 2019.



### Food & Beverage

Newly Opened: 46  
Coming Soon: 20



### Retailers

Newly Opened: 25  
Coming Soon: 5



### Service Providers

Newly Opened: 9  
Coming Soon: 3



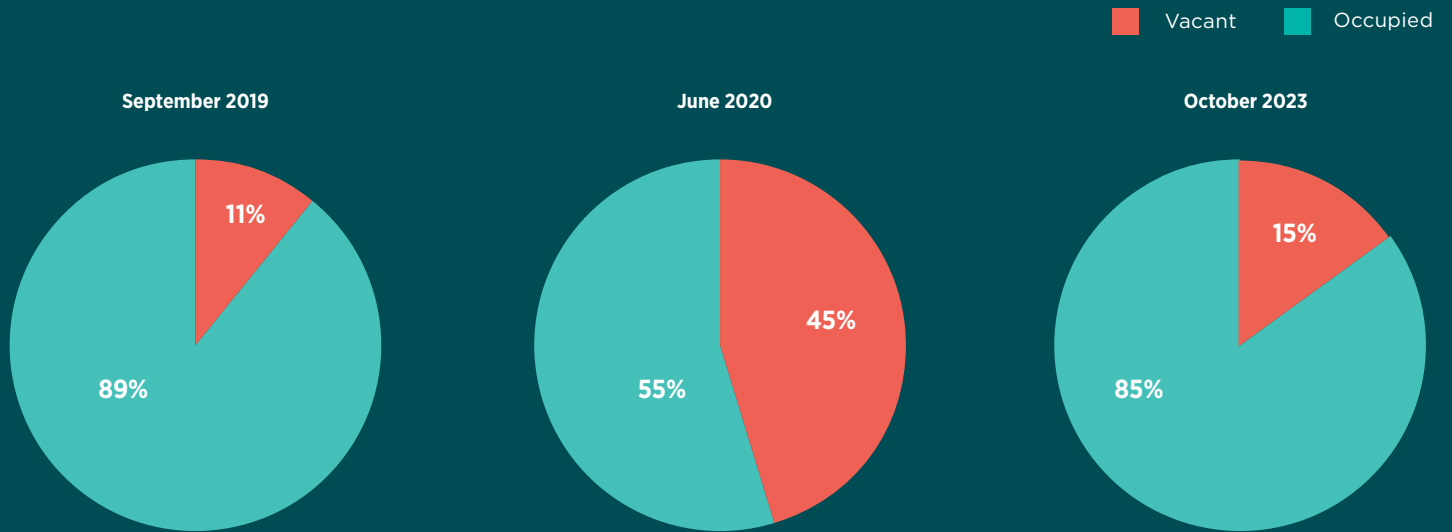




# Retail Occupancy

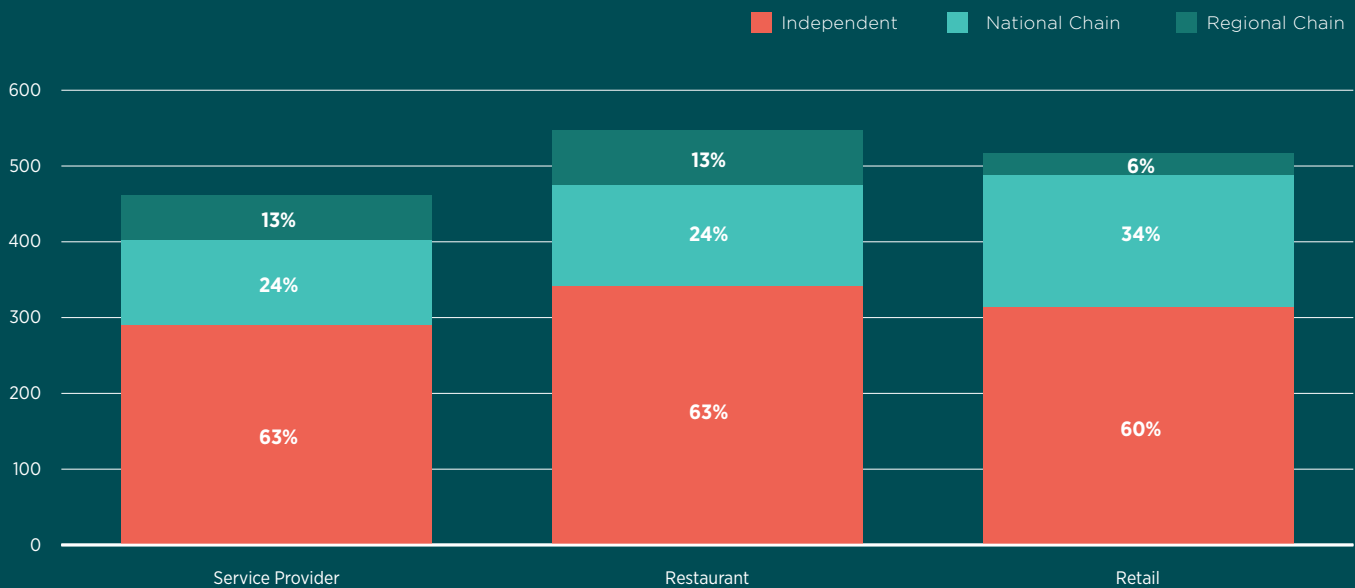
Since the 1990s, core Center City has steadily diversified its land-use with the addition of more than 10,000 new hotel rooms, a major new convention center and many new tourist and cultural destinations, in addition to the residential population growing by 73% from 1990 to 2020. By 2023, the residential population had rebounded from the disruptions of 2020 with significantly more people living downtown than had been counted in the 2020 census. By September 2019, retail occupancy across Center City had peaked at 89% of storefronts occupied by a tenant. During June 2020, at the height of the COVID-19 stay-at-home orders and civil unrest, retail occupancy fell to a low of 54.5%. Occupancy rates across Center City have steadily increased since 2021, reaching 84.5% within Center City District boundaries as of October 2023.

**Figure 1: Center City Storefront Operating Status**



Source: CCD Retail Survey

**Figure 2: Center City Storefronts by Type**



Source: Center City District





# 2023 CCD Storefront Openings

## Recently Opened Food & Beverage

101 Unlocked  
(Undisclosed Location)

Andra Hem  
218 S. 16th Street

Bagels & Co.  
1526 Sansom Street

Bar Lesieur  
1523 Sansom Street

Beck's Cajun\*  
Reading Terminal Market

Boba King  
1232 Chestnut Street

Bolo  
2025 Sansom Street

Bower Café  
1213 Walnut Street

Buena Onda  
114 S. 20th Street

Buena Onda  
The Concourse at  
Comcast Center

Butcher's Pantry  
Reading Terminal Market

Café Vine  
1600 Vine Street

Chika Ramen  
1526 Sansom Street

Darling Jack's Tavern  
104 S. 13th Street

Di Bruno Bros. Focacceria  
The Concourse at  
Comcast Center

Don Barriga  
703 Chestnut Street

Garces Trading Company  
at Kimmel  
300 S. Broad Street

Goldie\*  
1218 Sansom Street

The Hayes  
1123 Walnut Street

High Street  
101 S. 9th Street

Kichi Omakase  
112 S. 12th Street

Kismet Bagels  
1700 Sansom Street

Kismet Bialys  
Reading Terminal Market

Kook Burger & Bar  
2102 Market Street

Kura Sushi  
1721 Chestnut Street

Loch Bar  
301 S. Broad Street

The Juice Pod Center City  
The Concourse at  
Comcast Center

Mari Mari  
105 S. 13th Street

Maya Pizza  
716 Sansom Street

Mew Mew Bubble Tea  
1001 Arch Street

Miss Saigon  
1316 Walnut Street

Mochinut  
1023 Arch Street

Moustaki Authentic Gyros  
120 S. 15th Street

Oakberry  
1206 Walnut Street

Osteria Ama  
1905 Chestnut Street

Philly Bagels  
1501 Locust Street

Pizzeria Salvy  
The Concourse at  
Comcast Center

Salt + Vinegar  
Dilworth Park Café

Shaq's Big Chicken  
The Concourse at  
Comcast Center

Tapster  
110 S. 16th Street

Taste Town  
938 Market Street

Time & Peace  
36 S. 7th Street

Vinyl Bar & Lounge  
215 S. 15th Street

Walnut Garden  
1708 Walnut Street

Wicked Wolf  
1214-1216 Chestnut Street

Vinyl Bar & Lounge  
215 S. 15th Street

**Retailers**  
Barnes & Noble\*  
1708 Chestnut Street

Botld  
119 S. 18th Street

Chestnut Street Handbags  
and Gift Shop  
1015 Chestnut Street

Cork & Candles  
1315 Walnut Street

Ebisu Japanese Life Store  
1023 Arch Street

Faherty  
1600 Walnut Street

Free People\*  
1632 Walnut Street

Glossier  
1716 Walnut Street

Gorjana  
1630 Walnut Street

J. Crew Factory  
1535 Chestnut Street

James By Jimmy  
DeLaurentis  
114 S. 19th Street

Je Suis Jolie\*  
1824 Chestnut Street

Joybird  
1507 Walnut Street

Kilwins  
143 S. 13th Street

Lux Delites  
The Shops at Liberty Place

Madewell\*  
1729 Walnut Street

Mejuri  
1525 Walnut Street

Naturally Us  
The Shops at Liberty Place

Outdoor Voices  
1723 Walnut Street

Pretty on You  
1726 Sansom Street

Saatva  
1712 Walnut Street

Superbello  
Fashion District

ThirdLove  
1611 Walnut Street

Tempur-Pedic  
1713 Walnut Street

Wayne Edwards  
Workshop\*  
1724 Sansom Street

**Service Providers**  
4ever Young  
1216 Walnut Street

iFix Gadgets  
1625 Chestnut Street

Olc City Art + Framing  
The Shops at Liberty Place

Rescue Spa\*  
1811 Walnut Street

Restore Hyper Wellness  
1229 Chestnut Street

Sola Salon  
1503 Walnut Street

Welnox  
1512 Sansom Street

Veterinary Emergency  
Group  
1213 Walnut Street

YogaSix  
1701 Walnut Street

**Coming Soon  
Food & Beverage**

1831 Café  
1831 Chestnut Street

Arctic Scoop  
1625 Walnut Street

Almyra  
1620 Chancellor Street

Barcade  
1326 Chestnut Street

Boqueria  
1608 Sansom Street

Chotto Matte  
1134 Sansom Street

Destination Dogs  
1900 Market Street

Dizengoff\*  
1625 Sansom Street

Dear Daphne  
1911 Walnut Street

Flight Club Darts  
1411 Walnut Street

Garage  
1501 Spruce Street

Hi-Lo Taco  
1109 Walnut Street

Insomnia Cookies  
1 S. Broad Street

Jimmy John's  
44 S. 17th Street

The Little Hotdog Wagon  
Fashion District

Lucy  
1720 Chestnut Street

Marmont Steakhouse  
1500 Locust Street

Mulherin's  
1175 Ludlow Street

Oltremare  
2121 Walnut Street

Taylor Chip  
1807 Chestnut Street

**Retailers**  
Alo Yoga  
1608 Walnut Street

Aritzia  
1725 Walnut Street

Felicia's Spot  
Fashion District

Figs  
1625 Walnut Street

Vuori  
1705 Walnut Street

**Service Providers**  
Equinox  
1911 Walnut Street

LaserAway  
1503 Walnut Street

Puttshack  
The Shops at Liberty Place

\*relocation/expansion

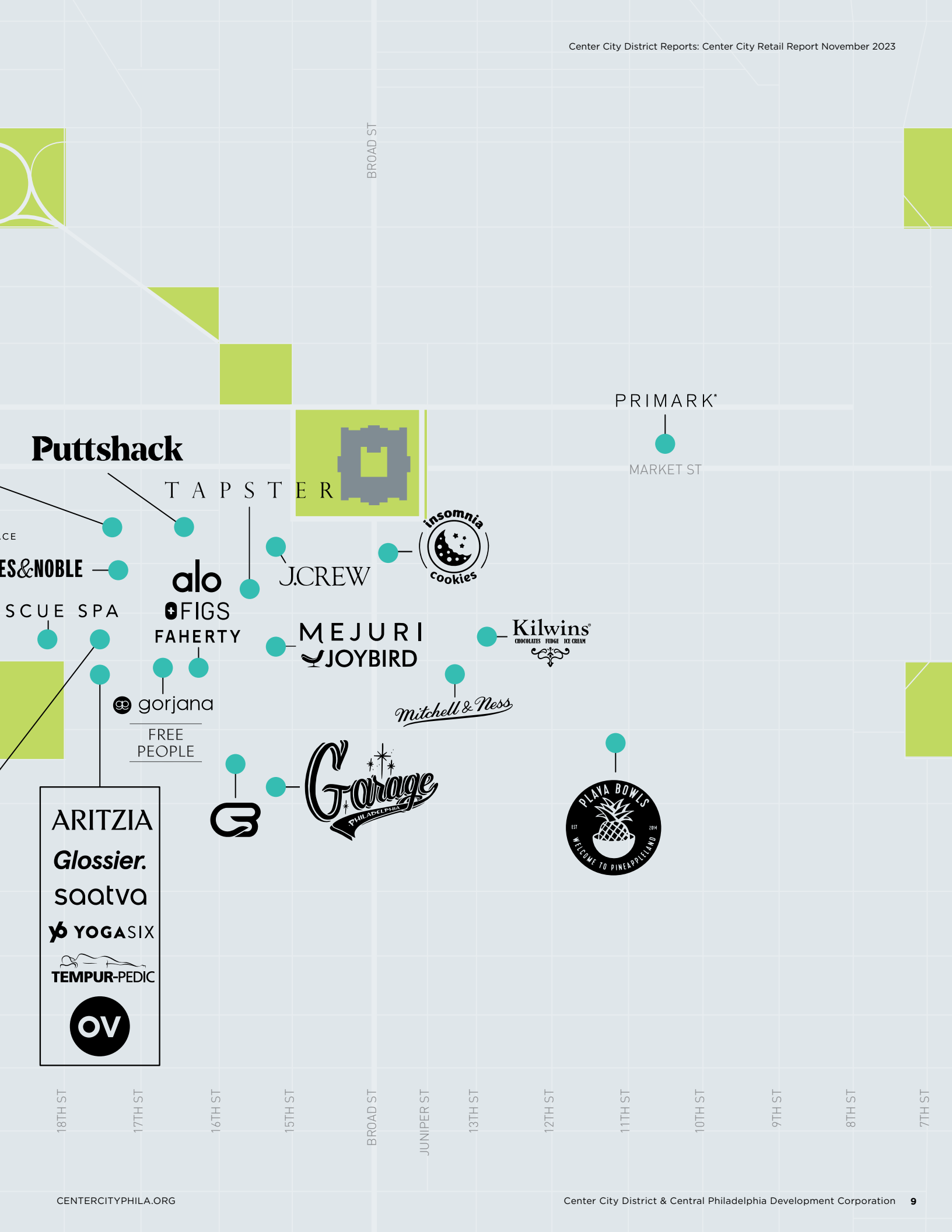
## 2023 Notable Retail Openings

Center City continues to be a primary regional destination for new retailers looking to do business in Philadelphia. Digitally native brands such as Allbirds and LoveSac were among the first “clicks to bricks” brands to lease space in Center City – meaning those that established their brand exclusively online at first, and later developed into brick-and-mortar retail. Momentum continues to build as more retailers look to expand into Center City as their first local choice during national expansion phases.

1. **Mejuri** is a new addition to the list of high-end jewelry retailers that call Rittenhouse Row home, opening their store at 1525 Walnut in summer 2023.
2. **Joybird**, a modern home furnishings store at 1507 Walnut, is a model of new age retail design, setting up a storefront in Center City that functions primarily as a showroom for customers to explore and order in-store for home delivery.
3. **Faherty**, a premium clothing brand, leased the former Cole Haan space at 1600 Walnut.
4. **Figs**, a direct-to-consumer brand selling designer medical scrubs, chose 1625 Walnut as their second-ever physical retail store, set to open in 2024. Center City was an optimal destination thanks to the large number of health care workers living and working in Philadelphia.
5. **Saatva**, a luxury mattress brand, leased 5,600 square feet at 1712 Walnut during a national expansion in 2023 to markets with a growing downtown population.







BROAD ST

PRIMARK\*

MARKET ST

Puttshack

TAPSTER

CE

ES&NOBLE

SCUE SPA

alo

FIGS

FAHERTY

gorjana

FREE PEOPLE

J.CREW



MEJURI  
JOYBIRD

Kilwins®  
CHOCOLATES FUDGE ICE CREAM

Mitchell & Ness



ARITZIA  
Glossier.  
saatva  
YOGASIX  
TEMPUR-PEDIC  
OV

18TH ST

17TH ST

16TH ST

15TH ST

BROAD ST

JUNIPER ST

13TH ST

12TH ST

11TH ST

10TH ST

9TH ST

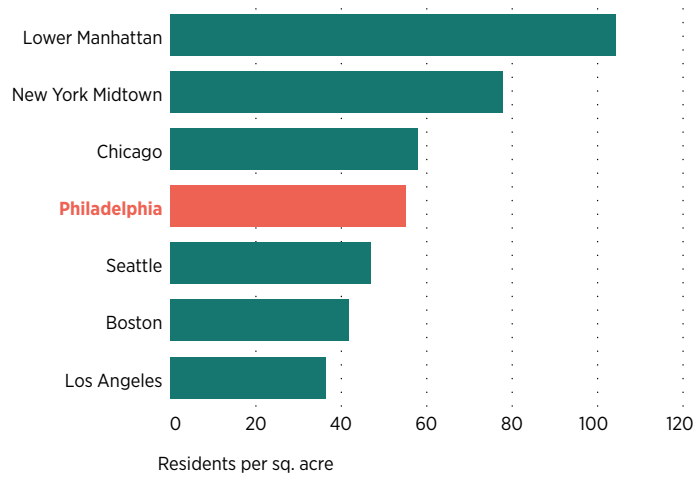
8TH ST

7TH ST

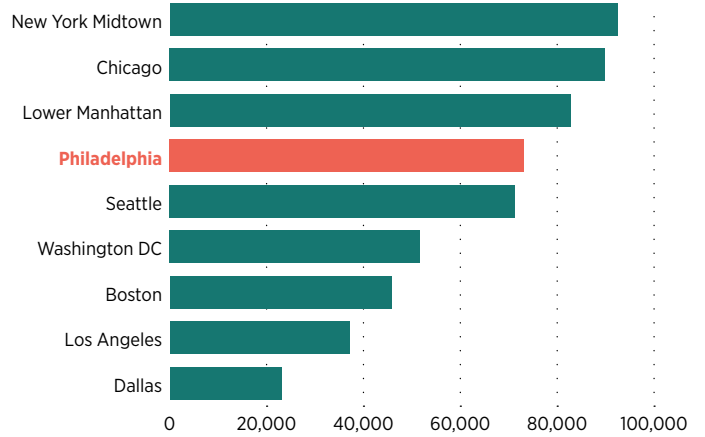
# Demographics

While the city of Philadelphia has the sixth largest population in the United States, it is fourth in downtown population density. There are 75,775 residents within core Center City and 206,096 within the boundaries of Greater Center City, all within a walkable or a short transit, bike and auto trip.

**Figure 3: Population Density (Residents Per Acre)**



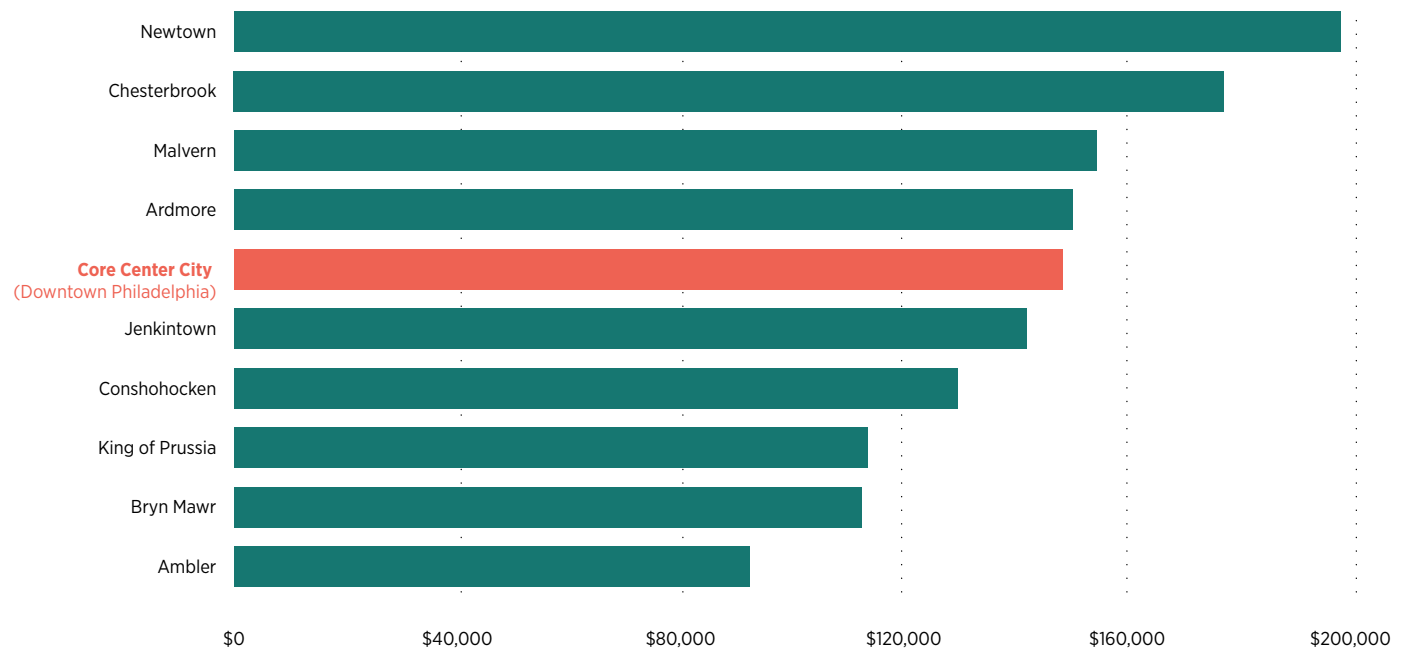
**Figure 4: Downtown Residential Population**



Source: U.S. Census Bureau

**Figure 5: Average Household Income by Towns Across the Philadelphia Region**

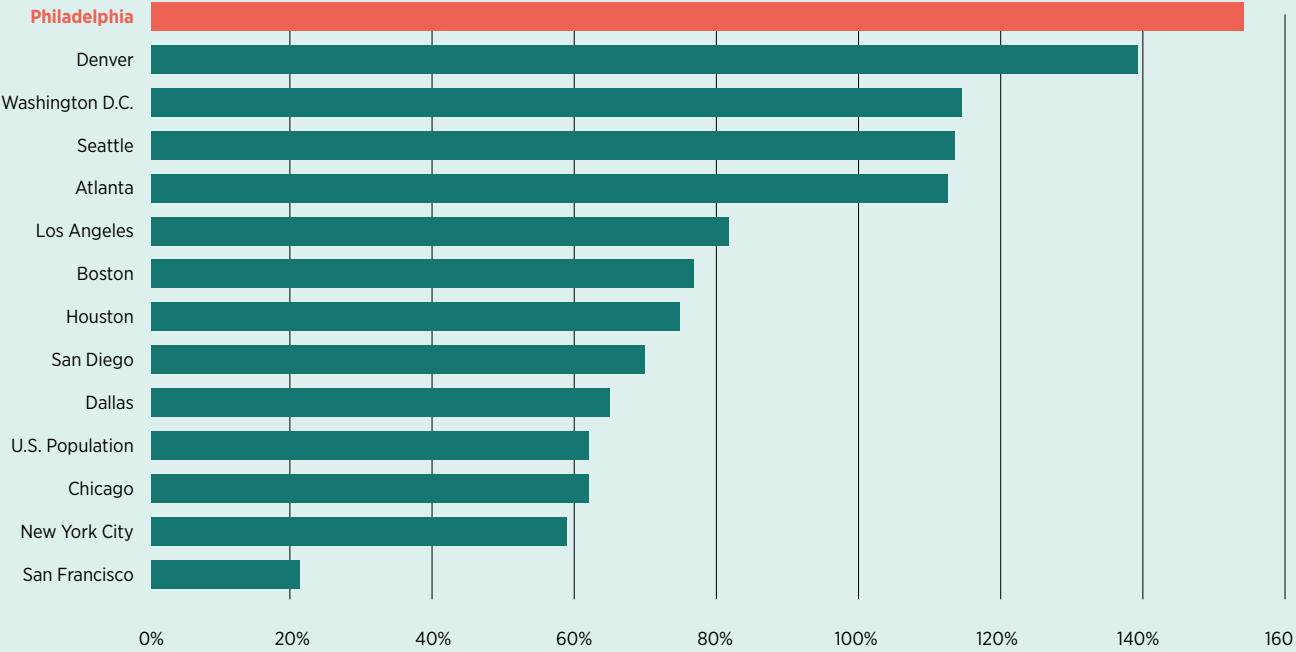
Residents of Center City have the highest educational attainment of any comparable town in the region, ranking near the top in average household income at \$142,000.



Source: U.S. Census Bureau

**Figure 6: Growth Rate of Bachelor’s Degree Holders vs. Peer Cities, 2000–2021**

Among the age 25-34 demographic, Philadelphia has enjoyed the fastest growth in residents with at least a bachelor’s degree.



Source: American Community Survey



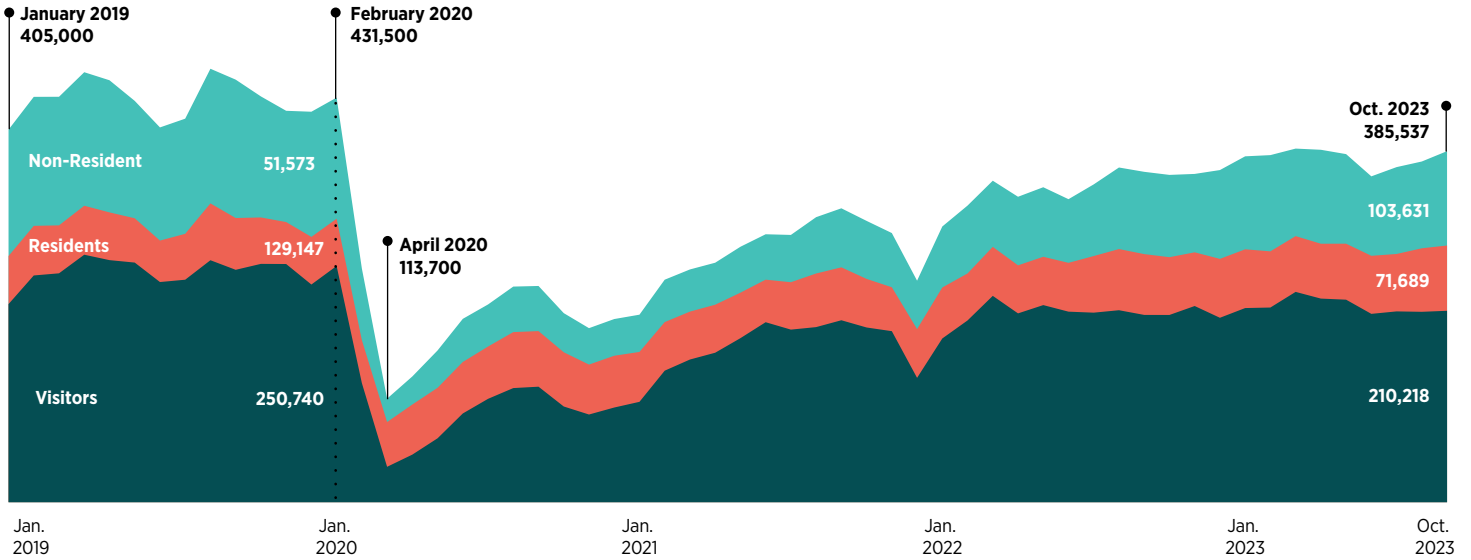




# Pedestrian Counts

**Figure 7: Average Daily Population in Center City**

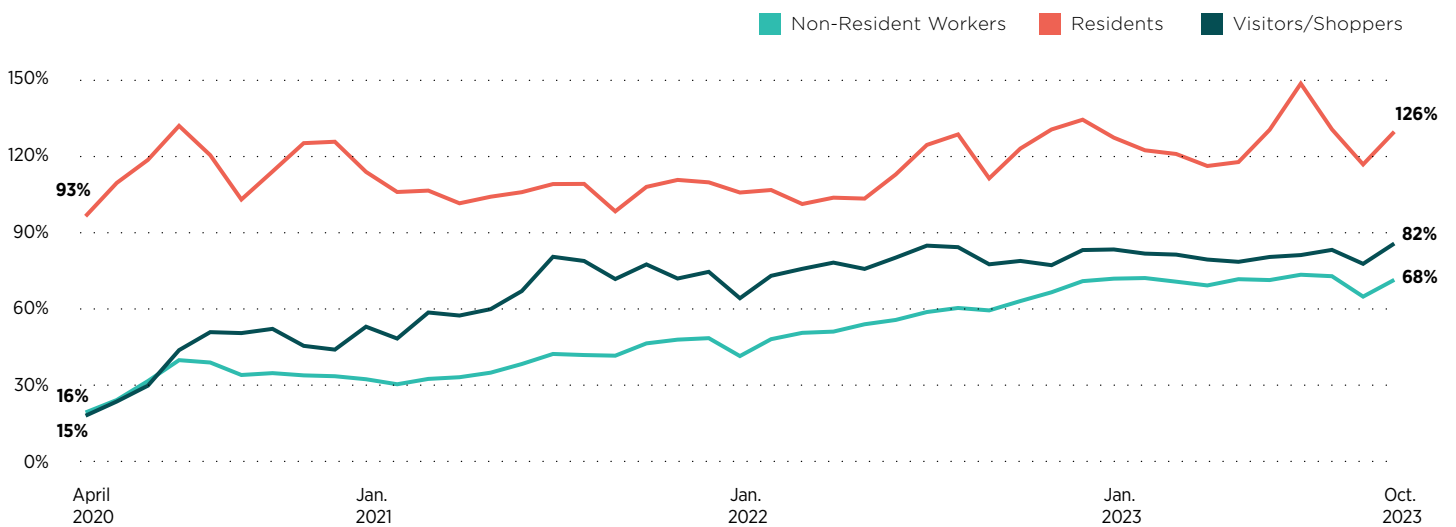
According to Placer.ai, the combined pedestrian volume of workers, residents, and students in Center City at the end of October reached 385,537 – 83% of 2019 levels.



Source: Placer.ai

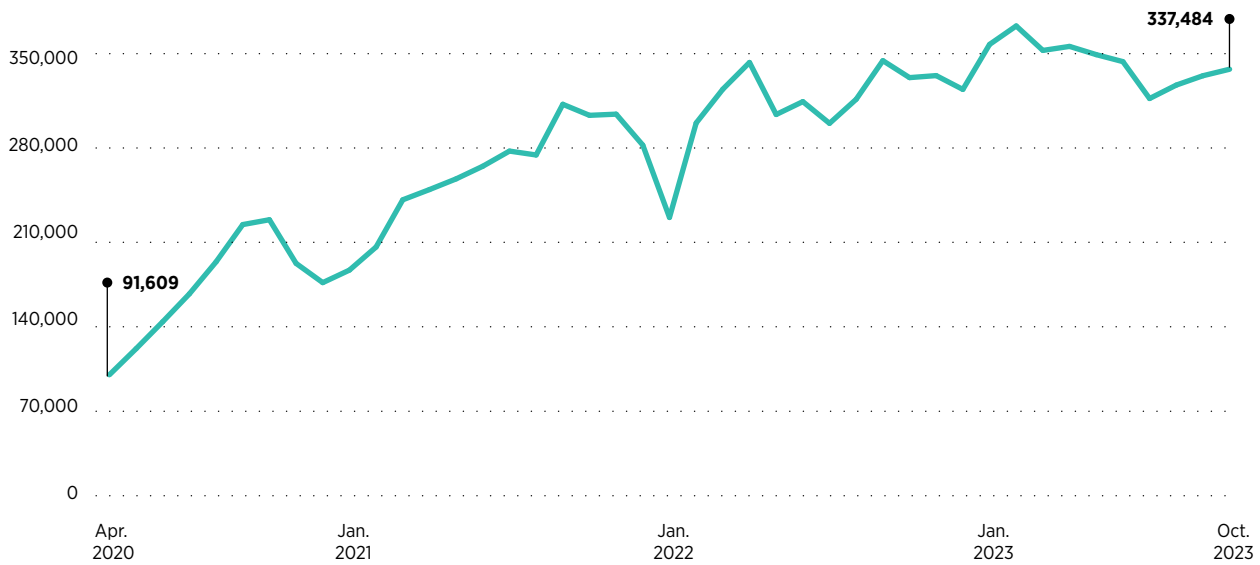
**Figure 8: Average Daily Pedestrians in Center City as a Percentage of 2019 Levels**

Through the end of September 2023, visitors were at 79% of 2019 levels, residents at 112%, and non-resident workers at 64% of 2019 levels.



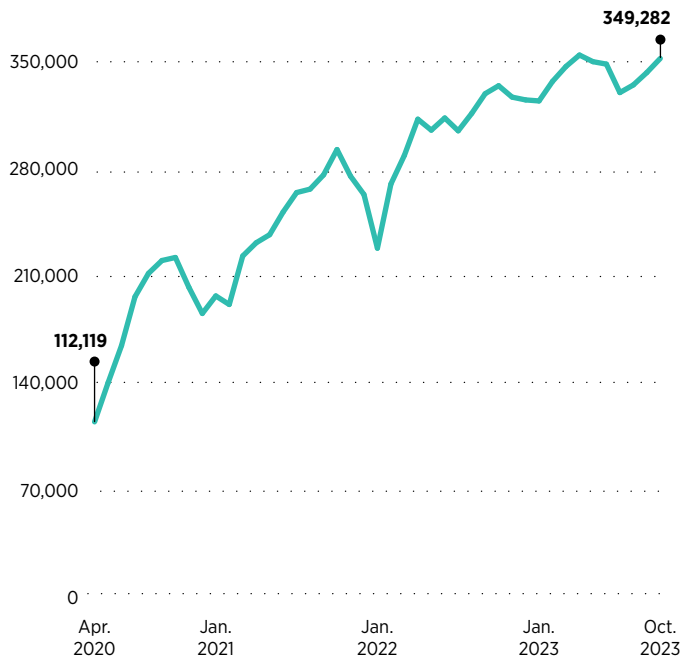
Source: Placer.ai

**Figure 9: Weekend Core Center City Pedestrian Volume Average**

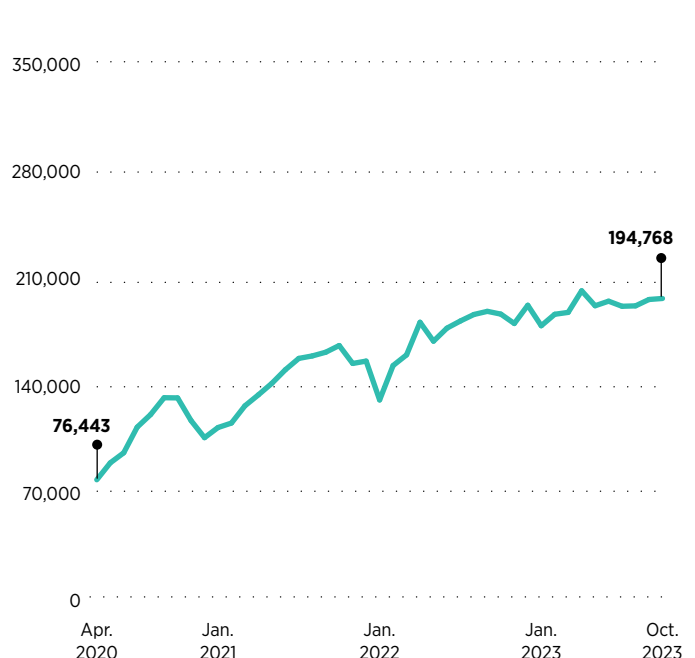


Source: Placer.ai

**Figure 10: Daytime Center City Pedestrian Average Volume, Monday-Friday, 8 am-6 pm**



**Figure 11: Evening Center City Pedestrian Average Volume, Monday-Friday, 6-11 pm**

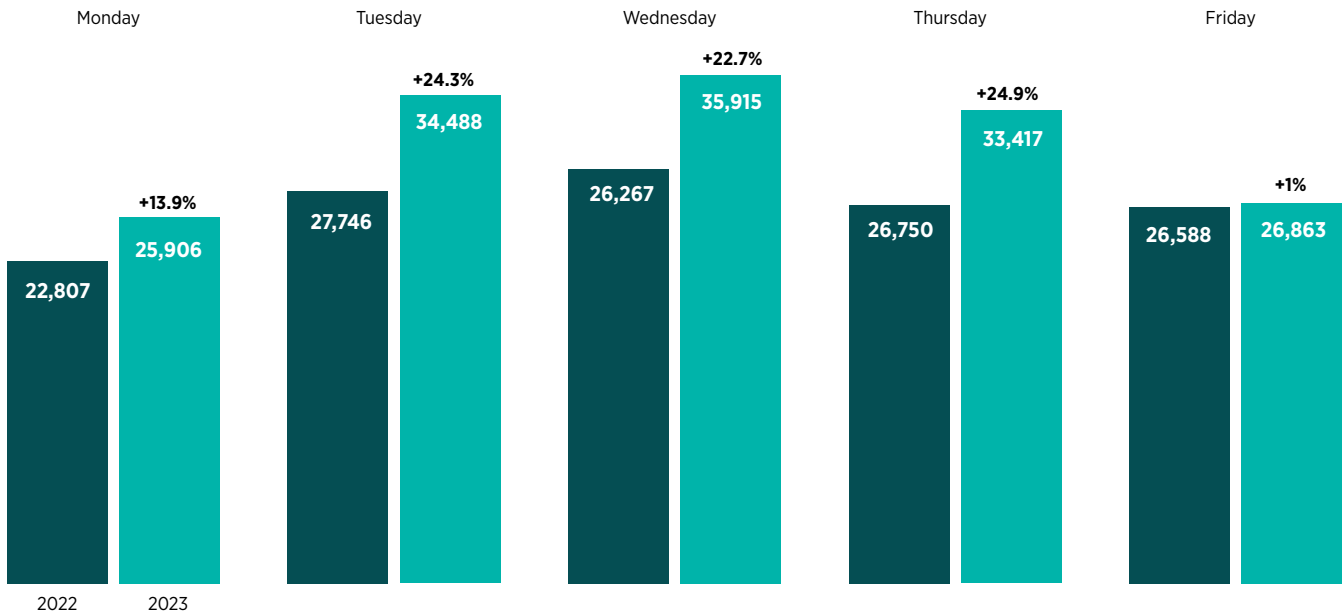


Source: Placer.ai

Pedestrian volumes across different times of day and week serve as one of the strongest indicators of recovery across Center City in regard to the slow return of office workers. While weekday daytime pedestrian volumes are at 76% of 2019 levels, weekday evening volumes are at 87%, indicating the strength of Center City as a retail and dining destination after work.



**Figure 12: Average Weekday Pedestrian Sensor Counts, West Market Office District**



Source: Center City District

The recent return of major employers like Comcast to an in-person workforce four days a week has produced a steady increase in foot traffic within the West Market office district, with total 2023 pedestrian volumes through October up over 18% from 2022.



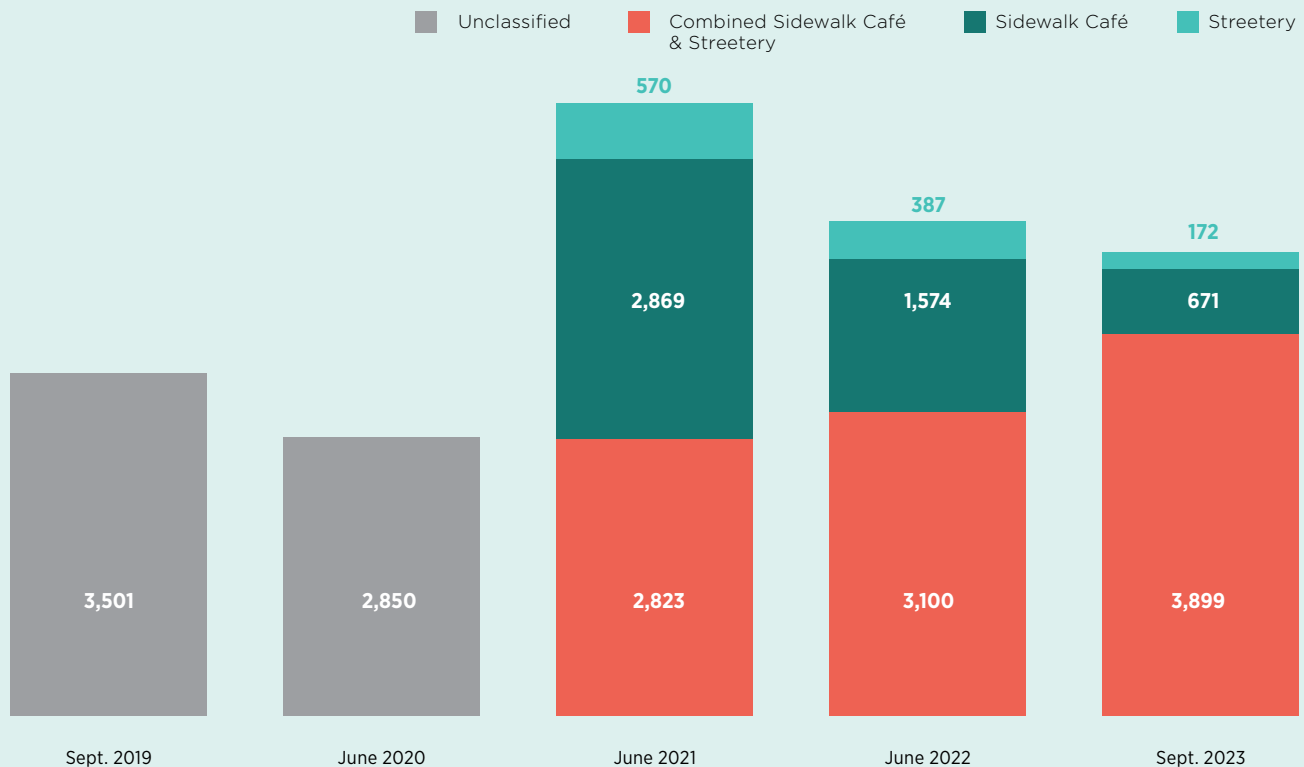




# Outdoor Seating & Downtown Vitality

Since the mid-1990s, Center City has enjoyed abundant outdoor restaurant dining. Sidewalk and on-street seating provided a vital lifeline for restaurants during 2020 and 2021, with the total number of outdoor seats peaking in 2021. But even with the return of full indoor dining, there is more sidewalk seating in 2023 than in 2019, with a 14% increase in sidewalk café seating just from 2022 to 2023. Since March 2023, 36 restaurants have added more outdoor seating with almost a dozen adding outdoor dining options for the first time.

**Figure 13: Outdoor Cafe & Dining Seats in Center City District**



Source: Center City District

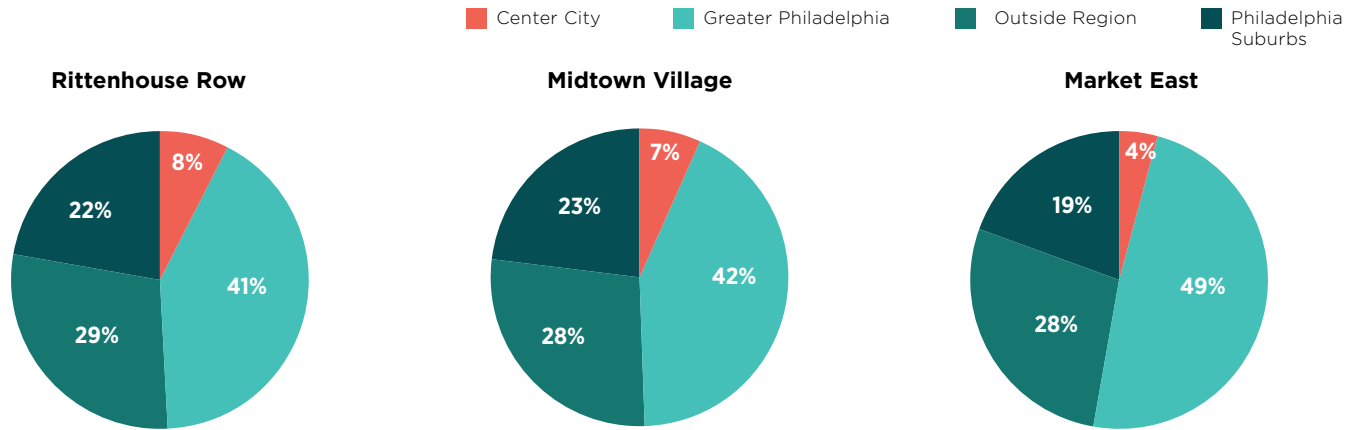
In addition to outdoor dining, Center City is home to many other retail and dining experiences that contribute to the vitality of the retail environment. Farmers markets in Rittenhouse Square and Headhouse Square and pop-up street festivals provide opportunities for small retailers to gain access to Center City's large downtown population and give shoppers a chance to try new, locally owned businesses.



# Retail Corridor Analysis

Core Center City offers several unique distinct shopping and dining districts.

**Figure 14: Retail Corridor Visitors by Home Location**



**80.7% Retail Occupancy**

Rittenhouse Row is the city’s premier retail destination, with beautiful historical architecture, human-scaled buildings, and high-quality dining options. Notable mainstays such as Boyd’s, Joan Shepp, and Anthropologie continue to define the type of retailers that are drawn to Rittenhouse Row.

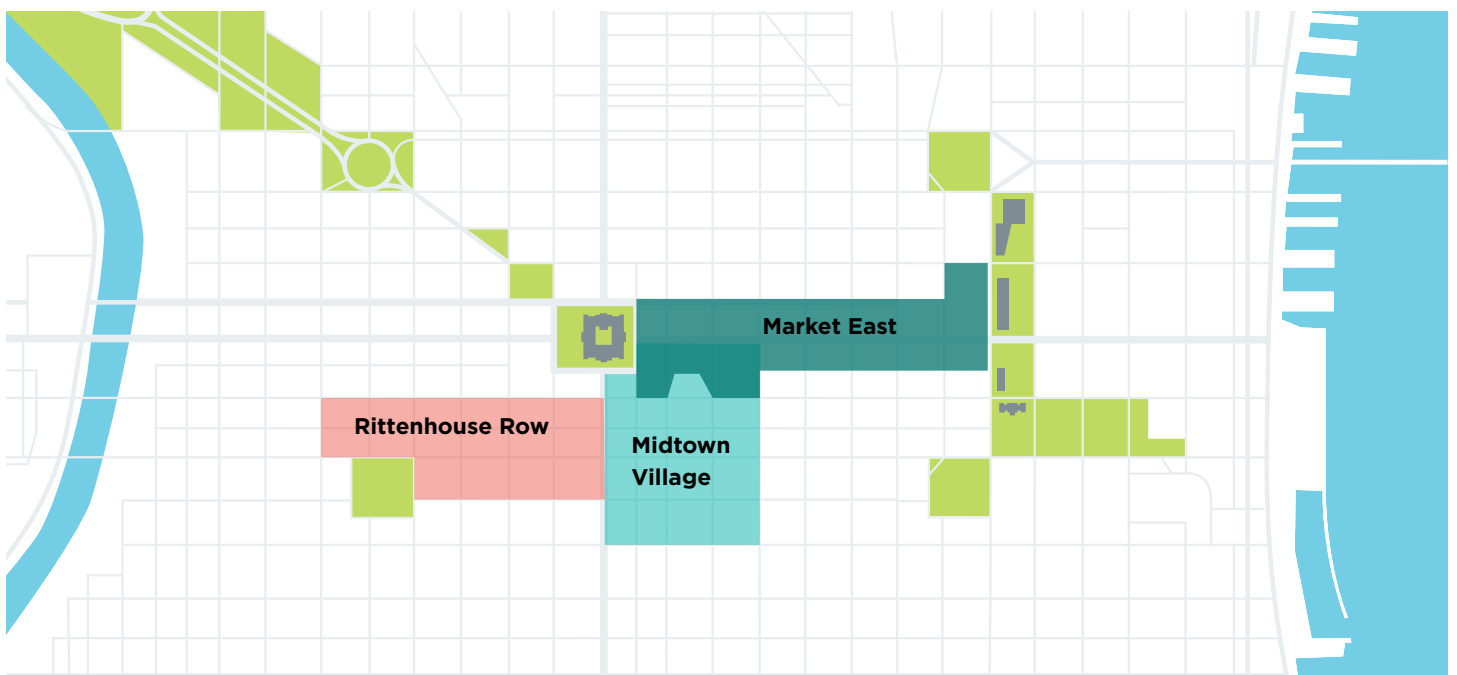
**82.7% Retail Occupancy**

Midtown Village is home to a high density of dining and nightlife options, and considered a destination for specialty, locally owned and operated retailers such as Open House and Verde. Restaurants from Schulson Collective and Safran Turney Hospitality continue to grow and innovate in Philadelphia’s vibrant restaurant industry.

**78% Retail Occupancy**

Market East is easily accessible by transit and has the largest share of pedestrian volumes from neighborhoods outside of Center City. The corridor is frequented by all demographics seeking affordable, consumer staples from retailers such as TJMaxx, Burlington, and Five Below, and is a fitting location for big-box national brands thanks to an abundance of large floorplate spaces at street level.

**Map: Center City District Retail Corridors**







**CENTER CITY**  
DISTRICT

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